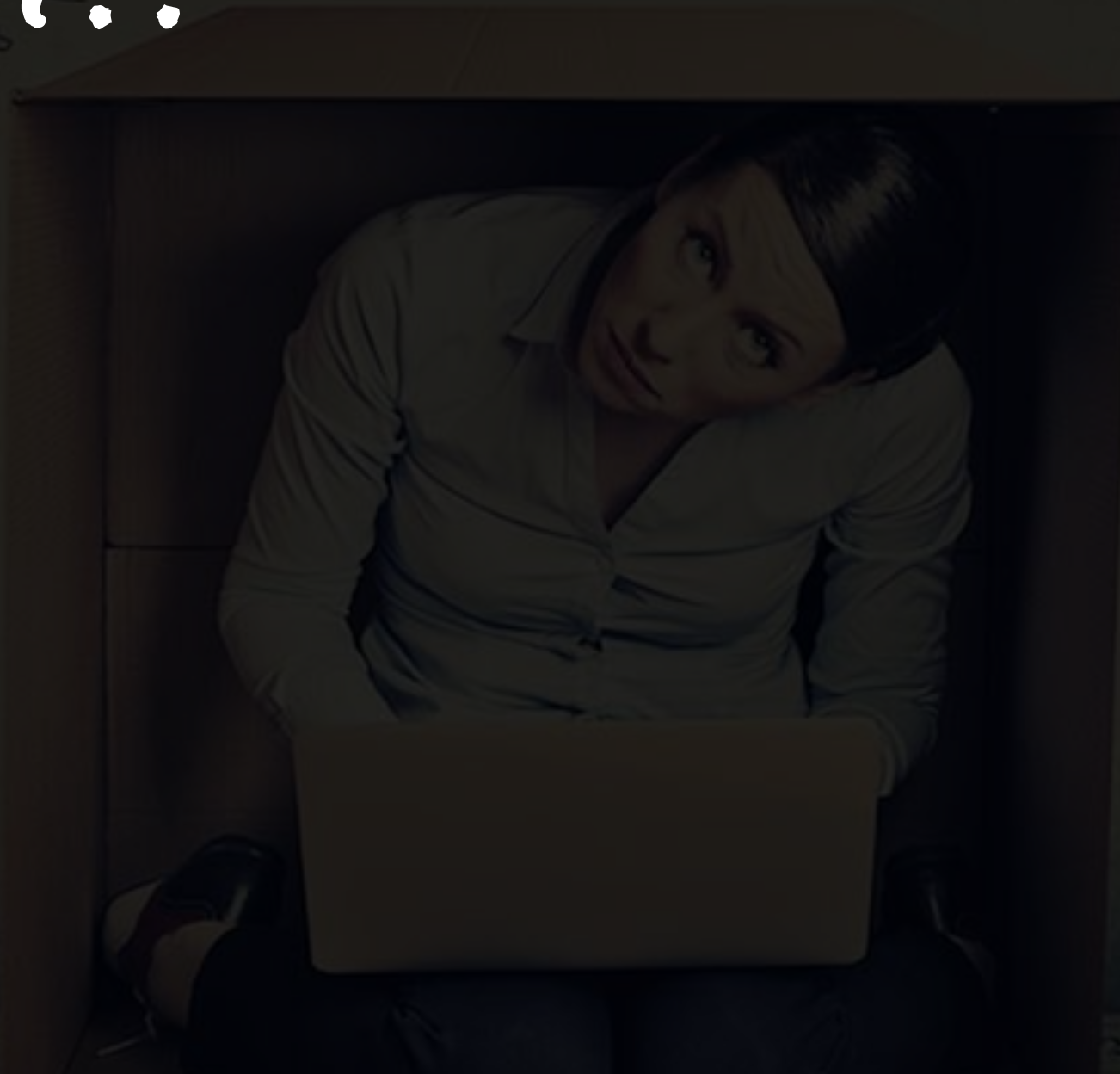
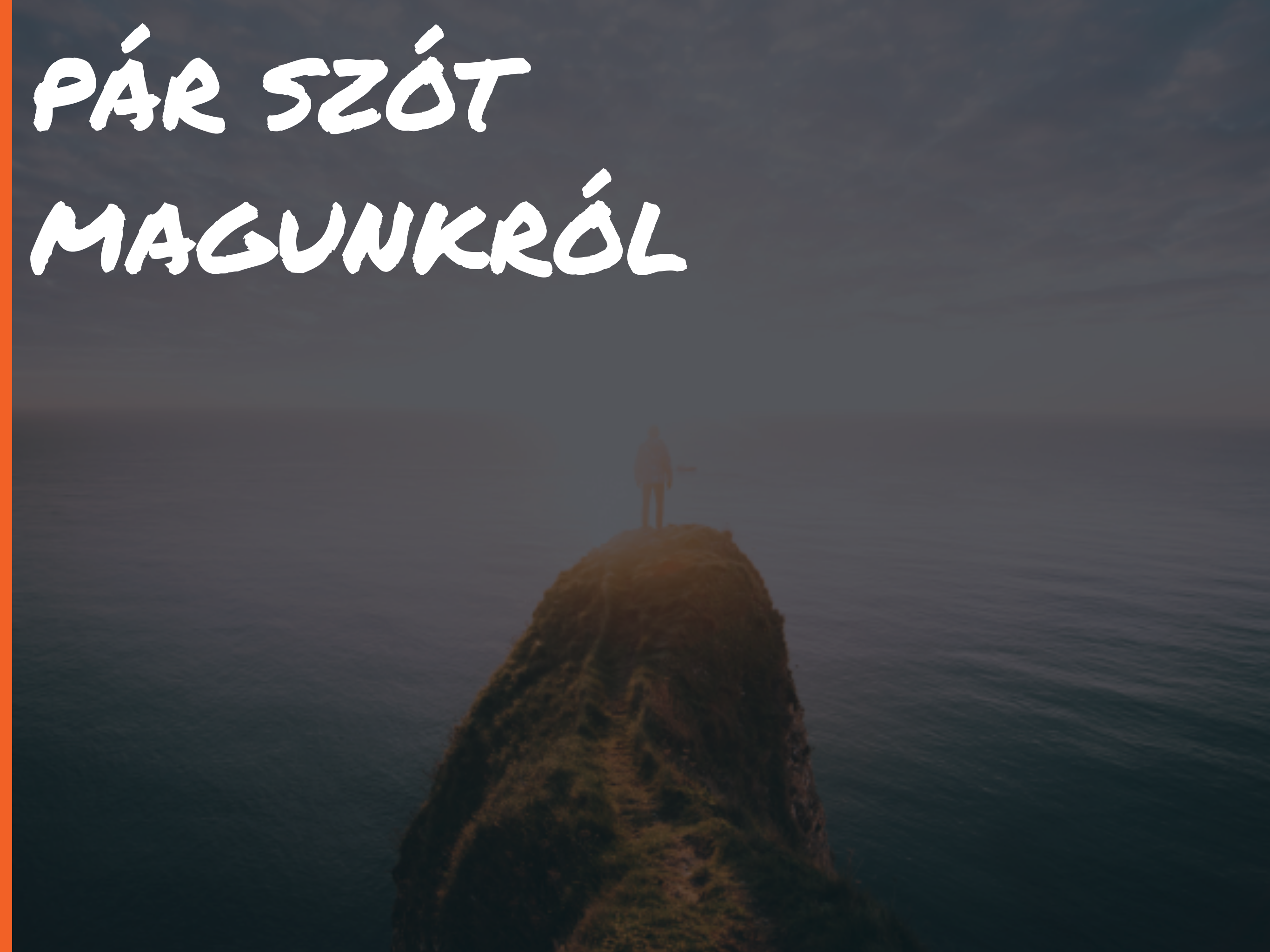


**ARE WE  
BUILDING THE  
RIGHT  
PRODUCT?!**





# PÁR SZÓT MAGUNKRÓL





# KIHÍVÁSAINK

- / Időhiány & nyomás
- / Piackutatás
- / 'Data-driven' döntések



MARKETPLACE  
FULL WITH  
SUBOPTIMAL  
PRODUCTS



POKÉMON

TM





# SZÍNFALAK MÖGÖTT

/ **Elvárások**

/ Számokat hozni kell

# SZÍNFALAK MÖGÖTT

- / Elérhető adatok mennyisége **exponenciálisan** nőtt
- / Túl **nagy** a választék
- / **Ignore** the dataset



**NEW DIRECTION**





# DUAL-TRACK DEVELOPMENT

**“BEFORE YOU TEST YOUR SYSTEM,  
TEST YOUR ASSUMPTIONS”**





**DELIVERING SOFTWARE THAT DOESN'T DO WHAT  
ITS INTENDED AUDIENCE WANTS IT TO DO.**

# PRODUCT DELIVERY





# PRODUCT DISCOVERY



# PRODUCT DELIVERY



PRODUCT  
DISCOVERY  
WORKSHOP





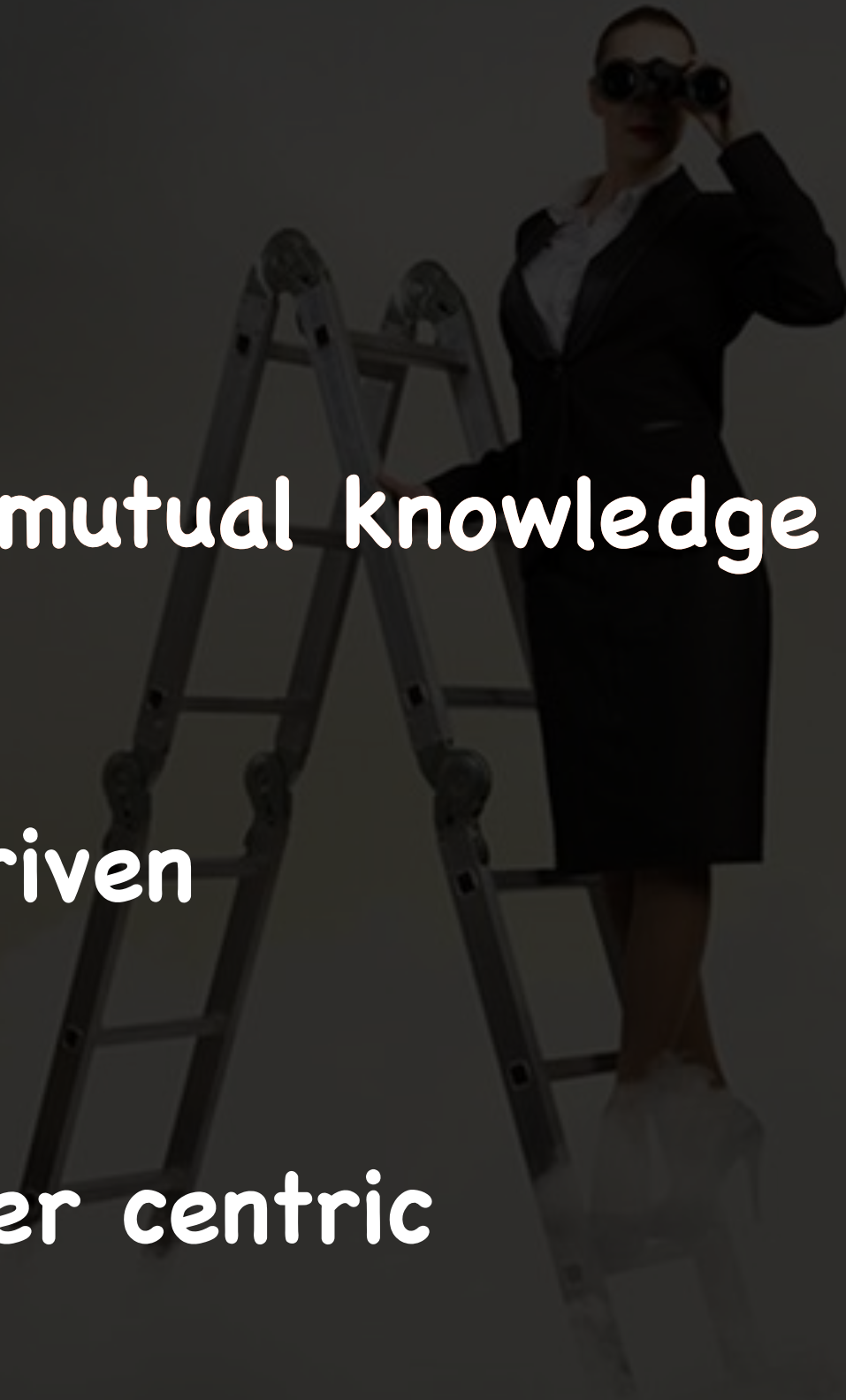
**/ Ensure mutual knowledge**



**/ Data-driven**



**/ Customer centric**





/ Ensure mutual knowledge



/ Data-driven



/ Customer centric



3

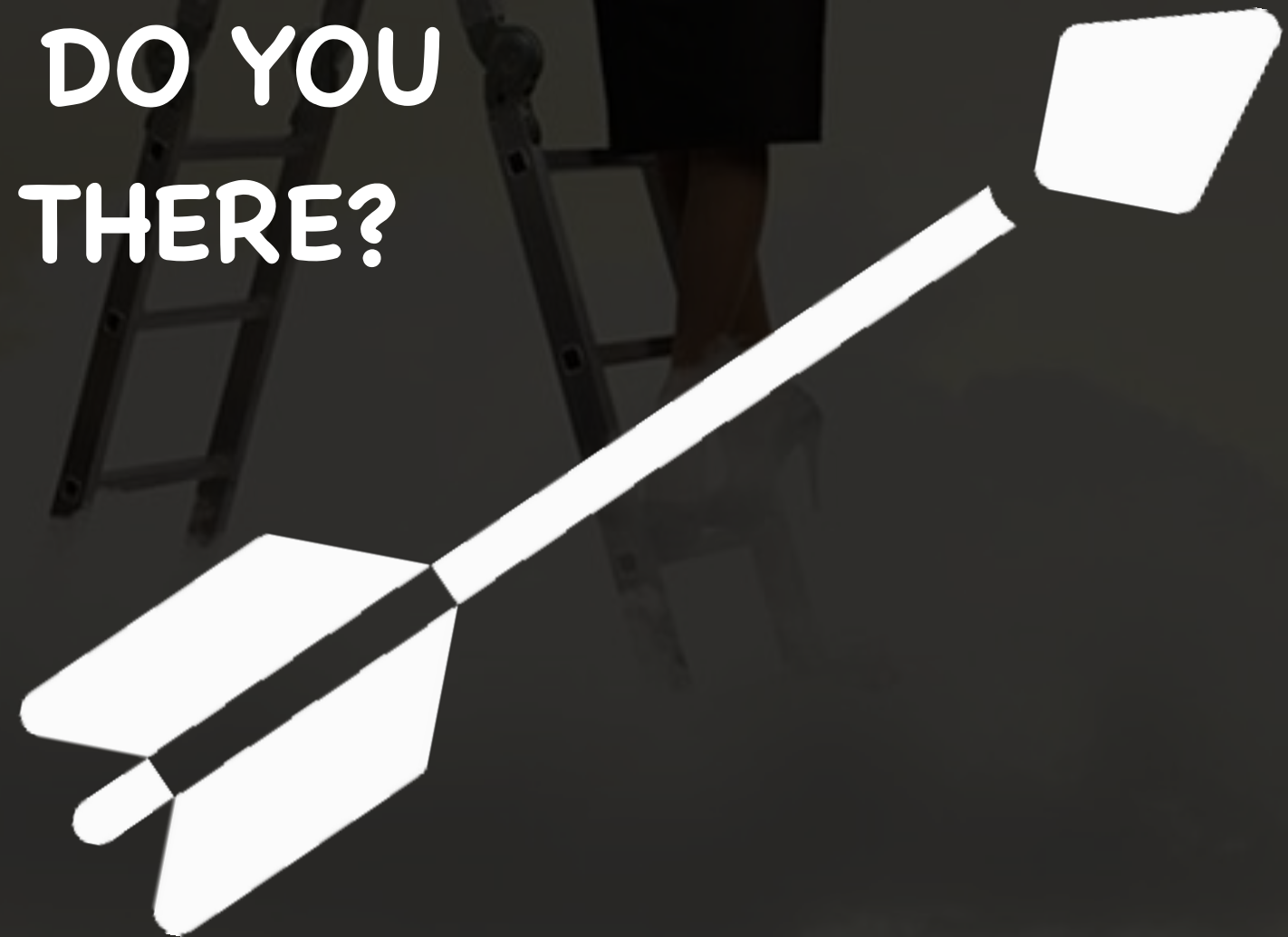




**WHY ARE YOU  
GOING THERE?**

**HOW DO YOU  
GET THERE?**

**WHERE ARE  
YOU GOING?**



WHERE ARE  
YOU GOING?

HOW DO YOU  
GET THERE?

WHY ARE YOU  
GOING THERE?

PRODUCT  
VISION



PRODUCT  
METRICS



CUSTOMERS





# MUTUAL KNOWLEDGE

- / Business **strategy** is in place
- / Product **Vision** aligns with the business strategy
- / **Stakeholders** are aligned
- / **Priorities** and **goals** are communicated







/ Ensure mutual knowledge



/ Data-driven



/ Customer centric







Gut feeling?



People in  
the room?



**NOT REALLY**





# DATA- DRIVEN

- / Find the appropriate data set
- / Market **research** & **validation**
- / **Skepticism**
- / **FACT** vs. "fact"
- / Decision **infused** with **data**







/ Ensure mutual knowledge



/ Data-driven



/ Customer centric

**UNDERSTAND  
THE USERS  
NOT THE NUMBERS**







TALKING TO  
PEOPLE CAN BE  
CONFUSING



DOING THE  
**RIGHT** THING

GO  
TWO





**LIFETIME  
VALUE**

**SOLUTION  
SALE**



Budget +	
✓ 10000	
✓ 500000	
✓ 30000	
Total: £5,000,000	

QUICK  
RECAP



# DUAL-TRACK DEVELOPMENT



/ Ensure mutual knowledge



/ Data-driven



/ Customer centric





**60% MORE  
SUCCESSFUL**



The background of the slide is a photograph of firefighters in a smoky, orange-hued environment. The image is dark and grainy, with silhouettes of firefighters visible. One firefighter is in the foreground on the left, and others are in the background. The overall tone is somber and urgent.

AVOID

FIREFIGHTING



# Köszönöm a figyelmet



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